



WCNC  
1001 Wood Ridge Center Dr.  
Charlotte, NC 28217-1901

Smart Media Group  
814 King Street  
Suite 400  
Alexandria, VA 22314

**Contract #** 841528  
**Schedule Dates** 09/17/12-09/23/12  
**Advertiser** Pat McCrory for NC Governor (26626)  
**Agency/T-Code** Smart Media Group (7611)/788239874  
**Product** Political - State Governor (1177)  
**Brand** 917923 REPUBLICAN NC GOV (173662)  
**Salesperson** Nesci, Mark (3195)  
**Sales Office** HRP - Washington DC  
**Buyer Name** HANLEN,LINDSAY  
**Phone/Fax** (919) 424-7128 /  
**CPE** MCCRO/ORDR/917923  
**Account Types** National/Political Candidate - Agency  
**Billing Type** Weekly/Irregular  
**Comments** MCCRORY FOR GOVERNOR

**Date Entered** 07/10/12  
**Last Modified** 08/02/12  
**Entered By** Melissa Welch  
**CO-OP** No  
**Headline #** 06218597  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$1,056.75  
**Net Total** \$5,988.25  
**Sales Tax**

| Charlotte (WCNC) (WCNC) |           |                   |
|-------------------------|-----------|-------------------|
| By Broadcast Month      | Spots     | Rate              |
| Sep. 2012               | 14        | \$7,045.00        |
| <b>Grand Total:</b>     | <b>14</b> | <b>\$7,045.00</b> |

| Line  | Line Type / Break Type (Ref #) | Dates             | Sec | Length | Run Times           | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate       | Total      | Station                 | Comments  | Entered |
|-------|--------------------------------|-------------------|-----|--------|---------------------|-----|----|----|----|----|----|----|----|-------|------------|------------|-------------------------|---|---------|
| 1.0   | Normal Line / SPOT             | 09/21/12-09/21/12 | 4   | :30    | 10P- Dateline NBC   |     |    |    |    |    | 1  |    |    | 1     | \$1,350.00 | \$1,350.00 | Charlotte (WCNC) (WCNC) | DATeline  | 7/10/12 |
| 2.0   | Normal Line / SPOT             | 09/21/12-09/21/12 | 4   | :30    | 6:58A- 9A (ET)      |     |    |    |    |    | 1  |    |    | 1     | \$360.00   | \$360.00   | Charlotte (WCNC) (WCNC) | TODAY SHOW  | 7/10/12 |
| 3.0   | Normal Line / SPOT             | 09/17/12-09/17/12 | 4   | :30    | 11P- 11:34P (ET)    |     | 1  |    |    |    |    |    |    | 1     | \$515.00   | \$515.00   | Charlotte (WCNC) (WCNC) | LATE NEWS   | 7/10/12 |
| 4.0   | Normal Line / SPOT             | 09/17/12-09/17/12 | 4   | :30    | 11:34P- 12:37A (ET) |     | 1  |    |    |    |    |    |    | 1     | \$200.00   | \$200.00   | Charlotte (WCNC) (WCNC) | TONIGHT SHOW                                      | 7/10/12 |
| 5.0   | Normal Line / SPOT             | 09/17/12-09/17/12 | 3   | :30    | 6:30P- 6:59P (ET)   |     | 1  |    |    |    |    |    |    | 1     | \$720.00   | \$720.00   | Charlotte (WCNC) (WCNC) | NIGHTLY NEWS                                      | 7/10/12 |
| 6.0   | Normal Line / SPOT             | 09/17/12-09/17/12 | 4   | :30    | 6:59P- 7:30P (ET)   |     | 1  |    |    |    |    |    |    |       | \$630.00   |            | Charlotte (WCNC) (WCNC) | JEOPARDY  | 7/10/12 |
| 6.0.1 | Closed Preempt                 | 09/17/12          |     |        |                     |     |    |    |    |    |    |    |    |       |            |            | Charlotte (WCNC) (WCNC) | S/I-Per Manager/Spot -Wrong section level         |         |
| 7.0   | Normal Line / SPOT             | 09/17/12-09/17/12 | 4   | :30    | 6:58A- 9A (ET)      |     | 1  |    |    |    |    |    |    | 1     | \$360.00   | \$360.00   | Charlotte (WCNC) (WCNC) | TODAY SHOW  | 7/10/12 |
| 8.0   | Normal Line / SPOT             | 09/23/12-09/23/12 | 3   | :30    | 6:30P- 6:59P (ET)   |     |    |    |    |    |    |    | 1  |       | \$630.00   |            | Charlotte (WCNC) (WCNC) | NIGHTLY NEWS                                      | 7/10/12 |
| 8.0.1 | Closed Preempt                 | 09/23/12          |     |        |                     |     |    |    |    |    |    |    |    |       |            |            | Charlotte (WCNC) (WCNC) | I-No Avail/Exception - NFL AT 658P, NO BREAK 630P |         |
| 9.0   | Normal Line / SPOT             | 09/20/12-09/20/12 | 4   | :30    | 11P- 11:34P (ET)    |     |    |    |    | 1  |    |    |    | 1     | \$515.00   | \$515.00   | Charlotte (WCNC) (WCNC) | LATE NEWS   | 7/10/12 |
| 10.0  | Normal Line / SPOT             | 09/20/12-09/20/12 | 4   | :30    | 11:34P- 12:37A (ET) |     |    |    |    | 1  |    |    |    | 1     | \$200.00   | \$200.00   | Charlotte (WCNC) (WCNC) | TONIGHT SHOW                                      | 7/10/12 |
| 11.0  | Normal Line / SPOT             | 09/20/12-09/20/12 | 4   | :30    | 6:59P- 7:30P (ET)   |     |    |    |    | 1  |    |    |    |       | \$630.00   |            | Charlotte (WCNC) (WCNC) | JEOPARDY  | 7/10/12 |

## CONFIRMATION CONTRACT

|                             |       |                   |       |           |
|-----------------------------|-------|-------------------|-------|-----------|
| Accepted-Agency/Advertiser: | Date: | Accepted-Station: | Date: | Comments: |
|                             |       |                   |       |           |



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**Entered By** Melissa Welch  
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**Net Total** \$5,988.25  
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| By Broadcast Month      | Spots     | Rate              |
| Sep. 2012               | 14        | \$7,045.00        |
| <b>Grand Total:</b>     | <b>14</b> | <b>\$7,045.00</b> |

| Line   | Line Type / Break Type (Ref #) | Dates             | Sec | Length | Run Times           | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate     | Total    | Station                 | Comments                                     | Entered |
|--------|--------------------------------|-------------------|-----|--------|---------------------|-----|----|----|----|----|----|----|----|-------|----------|----------|-------------------------|--|---------|
| 11.0.1 | Closed Preempt                 | 09/20/12          |     |        |                     |     |    |    |    |    |    |    |    |       |          |          | Charlotte (WCNC) (WCNC) | S/I-Per Manager/Spot<br>-Wrong section level |         |
| 12.0   | Normal Line / SPOT             | 09/18/12-09/18/12 | 4   | :30    | 6:59P- 7:30P (ET)   |     |    | 1  |    |    |    |    |    |       | \$630.00 |          | Charlotte (WCNC) (WCNC) | JEOPARDY                                     | 7/10/12 |
| 12.0.1 | Closed Preempt                 | 09/18/12          |     |        |                     |     |    |    |    |    |    |    |    |       |          |          | Charlotte (WCNC) (WCNC) | S/I-Per Manager/Spot<br>-Wrong section level |         |
| 13.0   | Normal Line / SPOT             | 09/19/12-09/19/12 | 4   | :30    | 11P- 11:34P (ET)    |     |    |    | 1  |    |    |    |    | 1     | \$515.00 | \$515.00 | Charlotte (WCNC) (WCNC) | LATE NEWS                                    | 7/10/12 |
| 14.0   | Normal Line / SPOT             | 09/19/12-09/19/12 | 4   | :30    | 11:34P- 12:37A (ET) |     |    |    | 1  |    |    |    |    | 1     | \$200.00 | \$200.00 | Charlotte (WCNC) (WCNC) | TONIGHT SHOW                                 | 7/10/12 |
| 15.0   | Normal Line / SPOT             | 09/19/12-09/19/12 | 3   | :30    | 6:30P- 6:59P (ET)   |     |    |    | 1  |    |    |    |    | 1     | \$720.00 | \$720.00 | Charlotte (WCNC) (WCNC) | NIGHTLY NEWS                                 | 7/10/12 |
| 16.0   | Normal Line / SPOT             | 09/19/12-09/19/12 | 4   | :30    | 6:58A- 9A (ET)      |     |    |    | 1  |    |    |    |    | 1     | \$360.00 | \$360.00 | Charlotte (WCNC) (WCNC) | TODAY SHOW                                   | 7/10/12 |
| 17.0   | Normal Line / SPOT             | 09/21/12-09/21/12 | 4   | :30    | 11P- 11:34P (ET)    |     |    |    |    |    | 1  |    |    | 1     | \$515.00 | \$515.00 | Charlotte (WCNC) (WCNC) |  | 8/2/12  |
| 18.0   | Normal Line / SPOT             | 09/21/12-09/21/12 | 5   | :30    | 6:59P- 7:30P (ET)   |     |    |    |    |    | 1  |    |    |       | \$630.00 |          | Charlotte (WCNC) (WCNC) |  | 8/2/12  |
| 18.0.1 | Closed Preempt                 | 09/21/12          |     |        |                     |     |    |    |    |    |    |    |    |       |          |          | Charlotte (WCNC) (WCNC) | S/I-Per Manager/Spot<br>-Wrong section       |         |
| 19.0   | Normal Line / SPOT             | 09/21/12-09/21/12 | 5   | :30    | 7:30P- 7:58P (ET)   |     |    |    |    |    | 1  |    |    |       | \$695.00 |          | Charlotte (WCNC) (WCNC) |  | 8/2/12  |
| 19.0.1 | Closed Preempt                 | 09/21/12          |     |        |                     |     |    |    |    |    |    |    |    |       |          |          | Charlotte (WCNC) (WCNC) | S/I-Per Manager/Spot<br>-Wrong section level |         |

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|--------|--------------------------------|-------------------|-----|--------|-------------------|-----|----|----|----|----|----|----|----|-------|----------|----------|-------------------------|--|---------|
| 20.0   | Normal Line / SPOT             | 09/17/12-09/17/12 | 5   | :30    | 7:30P- 7:58P (ET) |     | 1  |    |    |    |    |    |    |       | \$695.00 |          | Charlotte (WCNC) (WCNC) |  | 8/2/12  |
| 20.0.1 | Closed Preempt                 | 09/17/12          |     |        |                   |     |    |    |    |    |    |    |    |       |          |          | Charlotte (WCNC) (WCNC) | S/I-Per Manager/Spot<br>-Wrong section level |         |
| 21.0   | Normal Line / SPOT             | 09/20/12-09/20/12 | 5   | :30    | 7:30P- 7:58P (ET) |     |    |    |    | 1  |    |    |    |       | \$695.00 |          | Charlotte (WCNC) (WCNC) |  | 8/2/12  |
| 21.0.1 | Closed Preempt                 | 09/20/12          |     |        |                   |     |    |    |    |    |    |    |    |       |          |          | Charlotte (WCNC) (WCNC) | S/I-Per Manager/Spot<br>-Wrong section level |         |
| 22.0   | Normal Line / SPOT             | 09/18/12-09/18/12 | 4   | :30    | 11P- 11:34P (ET)  |     |    | 1  |    |    |    |    |    | 1     | \$515.00 | \$515.00 | Charlotte (WCNC) (WCNC) |  | 8/2/12  |
| 23.0   | Normal Line / SPOT             | 09/18/12-09/18/12 | 5   | :30    | 7:30P- 7:58P (ET) |     |    | 1  |    |    |    |    |    |       | \$695.00 |          | Charlotte (WCNC) (WCNC) |  | 8/2/12  |
| 23.0.1 | Closed Preempt                 | 09/18/12          |     |        |                   |     |    |    |    |    |    |    |    |       |          |          | Charlotte (WCNC) (WCNC) | S/I-Per Manager/Spot<br>-Wrong section level |         |
| 24.0   | Normal Line / SPOT             | 09/19/12-09/19/12 | 5   | :30    | 6:59P- 7:30P (ET) |     |    |    | 1  |    |    |    |    |       | \$630.00 |          | Charlotte (WCNC) (WCNC) |  | 8/2/12  |
| 24.0.1 | Closed Preempt                 | 09/19/12          |     |        |                   |     |    |    |    |    |    |    |    |       |          |          | Charlotte (WCNC) (WCNC) | S/I-Per Manager/Spot<br>-Wrong section level |         |
| 25.0   | Normal Line / SPOT             | 09/19/12-09/19/12 | 5   | :30    | 7:30P- 7:58P (ET) |     |    |    | 1  |    |    |    |    |       | \$695.00 |          | Charlotte (WCNC) (WCNC) |  | 8/2/12  |
| 25.0.1 | Closed Preempt                 | 09/19/12          |     |        |                   |     |    |    |    |    |    |    |    |       |          |          | Charlotte (WCNC) (WCNC) | S/I-Per Manager/Spot<br>-Wrong section level |         |

## CONFIRMATION CONTRACT

|                             |       |                   |       |           |
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| Accepted-Agency/Advertiser: | Date: | Accepted-Station: | Date: | Comments: |
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